chosen to best explain the principles of the embodiments, the practical application or technical improvement over technologies found in the marketplace, or to enable others of ordinary skill in the art to understand the embodiments disclosed herein.

What is claimed is:

- 1. A method for controlling a flexible display system, the method comprising:
 - receiving a signal indicating a deformation of a flexible display;
 - processing the signal to identify the deformation of the flexible display; and
 - initiating a software routine associated with the identified deformation of the flexible display.
- 2. The method of claim 1, wherein the deformation of the flexible display includes bending the flexible display into a convex shape.
- 3. The method of claim 1, wherein the deformation of the flexible display includes bending the flexible display into a concave shape.
- **4.** The method of claim **1**, wherein the deformation of the flexible display includes bending a corner of the flexible display.
- 5. The method of claim 1, wherein the signal indicating the deformation of the flexible display is received from sensors in the flexible display.
- 6. The method of claim 1, wherein the software routine includes sorting a list of content presented on the flexible display by metadata associated with the content in the list of content.
- 7. The method of claim 6, wherein the metadata includes rankings associated with the content in the list of content.
- **8**. The method of claim **1**, wherein the processing the signal to identify the deformation of the flexible display includes identifying a rate of change in the deformation of the flexible display.
- **9**. A method for controlling a flexible display system, the method comprising:
 - receiving an image of a flexible display;
 - processing the image to identify a deformation of the flexible display;
 - initiating a software routine associated with the identified deformation of the flexible display.

- 10. The method of claim 9, wherein the deformation of the flexible display includes bending the flexible display into a convex shape.
- 11. The method of claim 9, wherein the deformation of the flexible display includes bending the flexible display into a concave shape.
- 12. The method of claim 9, wherein the deformation of the flexible display includes bending a corner of the flexible display.
- 13. The method of claim 9, wherein the image is received from a camera of a user wearable device.
- 14. The method of claim 9, wherein the software routine includes sorting a list of content presented on the flexible display by metadata associated with the content in the list of content.
- 15. The method of claim 14, wherein the metadata includes rankings associated with the content in the list of content
- 16. The method of claim 9, wherein the processing the image to identify the deformation of the flexible display includes identifying a rate of change in the deformation of the flexible display.
 - 17. A flexible display system comprising:
 - a flexible display;
 - a processor communicatively connected to the flexible display, the processor operative to:
 - receive a signal indicating a deformation of a flexible display;
 - process the signal to identify the deformation of the flexible display; and
 - initiate a software routine associated with the identified deformation of the flexible display.
- 18. The system of claim 17, wherein the deformation of the flexible display includes bending the flexible display into a convex shape.
- 19. The system of claim 17, wherein the deformation of the flexible display includes bending the flexible display into a concave shape.
- **20**. The system of claim **17**, wherein the deformation of the flexible display includes bending a corner of the flexible display.

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